



PRESS RELEASE

Amsterdam, 5 January 2024

JDE Peet's successfully completes the acquisition of Maratá's coffee & tea business in Brazil

JDE Peet's (EURONEXT: JDEP), the world's leading pure-play coffee and tea company by revenue, today announced that it has successfully completed the acquisition of the Brazilian coffee & tea business from JAV Group for an undisclosed amount in cash, which was first [announced](#) on 24 July 2023.

Maratá's coffee & tea business is predominantly present in the northern part of Brazil through its longstanding and well-known brands Café Maratá and Chá Maratá. The acquisition complements JDE Peet's' existing portfolio of brands predominantly sold in the southern regions of Brazil, and increases the company's scale and national coverage in Brazil, a market which offers compelling prospects for both volume and value growth. As a result, the acquisition offers long-term value creation potential through attractive revenue and cost synergies.

Fabien Simon, CEO of JDE Peet's, commented: *"We are delighted to welcome Maratá's coffee & tea organisation to JDE Peet's. Maratá's portfolio and geographical presence are highly complementary to our existing franchise in Brazil. Together, we will serve more cups across a full range of price points and product offerings while expanding our regional presence in Brazil, one of the world's largest coffee markets."*

José Augusto Vieira, founder of JAV Group, added: *"I am very proud of the strong and successful coffee & tea platform we have built, and I am very pleased that by joining JDE Peet's, the world's leading pure-play coffee & tea company, we have secured the long-term development and success of this great business."*

Market Abuse Regulation

This press release contains information within the meaning of Article 7(1) of the EU Market Abuse Regulation.

###

Enquiries**Media**

Will Hummel
+31 6 39 17 72 80
Media@JDEPeets.com

Investors & Analysts

Robin Jansen
+31 6 159 44 569
IR@JDEPeets.com

About JOSÉ AUGUSTO VIEIRA (JAV) Group

JAV Group, conducted by the Vieira Family and with more than 50 years of existence in the Brazilian market, comprises a conglomerate of companies operating in the most varied market segments, such as food, agribusiness, packaging and exports.

About JDE Peet's

JDE Peet's is the world's leading pure-play coffee and tea company, serving approximately 4,200 cups of coffee or tea per second. JDE Peet's unleashes the possibilities of coffee and tea in more than 100 markets, with a portfolio of over 50 brands including L'OR, Peet's, Jacobs, Senseo, Tassimo, Douwe Egberts, OldTown, Super, Pickwick and Moccona. In 2022, JDE Peet's generated total sales of EUR 8.2 billion and employed a global workforce of more than 20,000 employees. Read more about our journey towards a coffee and tea for every cup at www.jdepeets.com.